

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

L. H. VAUGHAN, PRES.

CARL CROPP, V. PRES.

CABLE ADDRESS
VAUGHAN, CHICAGO
CAROTIDA, NEW YORK

NEW YORK,
47-49 BARCLAY ST.

GREENHOUSES AND NURSERIES,
WESTERN SPRINGS, ILL.

Vaughan's Seed Store

ESTABLISHED 1876
INCORPORATED 1901

DICTATED LETTER ERRORS AND
OMISSIONS EXCEPTED
ALL ORDERS SUBJECT TO
CONFIRMATION

CHICAGO LOOP STORE
10-12 W. RANDOLPH ST.

601-609 WEST JACKSON BLVD.

PHONE: MONROE 0312

ADDRESS ALL MAIL TO DRAWER V.

CHICAGO, ILLINOIS

Friend Florist:

The great trend in the garden movement toward ornamental planting, is making the florist the logical dealer in seeds.

Garden means flowers nowadays, and for flowers or seed to grow them the florist is the natural source of supply.

If you let the garden club members know that you carry Vaughan's Seeds, you will be getting in on the ground floor of a permanent business.

This gardening movement is not going to stop until the home that does not have a garden is as conspicuous as one without a coat of paint.

The National Flower Show has become the National Garden and Flower Show; and every florist shop located in neighborhood of homes is going to become, eventually, a Flower and Garden Shop.

All you have to do to obtain a seed stock and display, which is up to the minute, and in complete harmony with the new demand for garden seed, is to sign the contract at the bottom of this letter.

On Pages 68 to 71 of Vaughan's Book for Florists, 1928, you will find a complete description of our commission box offer.

We also advise you to carry lawn seed and gladiolus bulbs, of which you will find special offers on the third and fourth pages of this letter.

We can ship these goods at once, if you send us your order.

Yours very truly,

VAUGHAN'S SEED STORE
Commission Box Department
Drawer V., Chicago, Ill.

Please forward, in due season, one assortment of garden and flower seeds for me to sell on commission for the season of 1928. I agree to display this assortment and the advertising material sent with it, in my store, and to sell all the seeds possible. On or after July 1, when requested by you, I agree to return the unsold seeds by parcel post, and to pay, upon receipt of statement, the retail value of the seeds sold by me, less 40% commission. Unsold seeds returned by me are to be credited, and only the amount of seed actually sold less 40% commission, are to be billed. I further agree, when season is ended, to destroy the display rack furnished by you with the goods.

Also send the items checked { \$10.00 Grass Seed Deal (see page 3)
 { \$11.00 Gladiolus Deal (see page 4)

Your Firm Name.....Per.....

Your Address.....

.....



A Display That Sells the Garden

What Will You Have to Sell the New Type of Home Gardener This Season?

Here is What Your Order for a Vaughan's Seed Store
Commission Assortment Will Bring by Return Mail.

1. Dated Certified Seeds

A dated assortment of garden seeds of the highest quality, freshly packed for the season of 1928, tested and certified by a qualified seed analyst, containing vegetables chosen for their flavor and tenderness and the largest selection of flower seeds put out by any commission seed house.

2. Pictures from Oil Paintings

Accurate, full color pictures, made from oil paintings, of each variety of flower and vegetable in the assortment. These pictures are printed on the packets; they are a new sort of illustration. Not like the seed pictures the comic artists joke about. Each has been painted in oils by an artist from life specimens of the flower or vegetable it illustrates; and from these paintings our own 4-color process plates were made, from which our special packets are printed. They show your customers exactly what they will have if they sow Vaughan's Seed. On the back of each packet are cultural directions for growing the seed inclosed.

3. Poster Rack that Sells the Garden

A new idea seed display, used only by Vaughan's Seed Store. It sells what your customers want to buy. It sells the garden. Light, staunch, compact, it holds an amazing quantity of packets, displaying each one to the best advantage, tempting the customer to take it out and add it to his purchase. And with all these practical advantages, it excels all other methods of seed display in its decorative qualities. It attracts irresistibly, the eye of the store visitor. It speaks to him of sunshine, green lawns and borders of brilliant flowers. It sells the garden, and leads him directly to the course by which he can possess its pictured glories: by the purchase of your seeds.

Three brilliantly colored Advertising pieces are sent with each Assortment. Vaughan's Seeds sell for 10 cents per packet. Your profit on each packet is 4 cents.



A Balanced Bird Food Stock for **\$10.00**

Retail
Value
\$17.60



.....
Address.....
OVER

.....
Name.....

.....
Total,

Vaughan's Seed Store

Drawer V, Chicago, Ill.

Please ship the following items to the undersigned

1 Balanced Bird Food Stock

\$10.00



500 Rainbow
Gladioli and
this box for

\$11.00

Retail price
\$24.00.

Sell Vaughan's Famous Gladioli from This Beautiful Display Box

VAUGHAN'S RAINBOW GLADIOLI are famous throughout America. For years they have been nationally advertised. Garden makers everywhere want them for their borders. You have only to put this box on your counter to sell out quickly.

This 10-compartment poster display box follows the model so successfully introduced last fall for selling Darwin tulips. It was the first method ever offered a dealer for handling named varieties of bulbs in a practical and profitable manner. The box is staunchly made of 100-point board printed in brilliant colors. It will hold 500 flowering size bulbs, $1\frac{1}{4}$ - $1\frac{1}{2}$ inch, 50 each of ten named varieties.

Best Size for Outdoor Flowering

We use specially graded second size bulbs, the kind which do best for outdoor flowering. The varieties include such world-beaters as Mrs. Pendleton, Mrs. Francis King, Baron J. Hulot, 1910 Rose and E. J. Shaylor—none better known. The price to you is \$11.00 for the box and 500 bulbs of 10 named varieties. You retail them for 60 cents a dozen, or more, because the selection is worth more, doubling your money. Each variety is packed 50 in a bag labeled with its name. You empty one bag into a compartment, and refill in the same manner when it is empty. This prevents mixtures and loss of bulbs. Name labels are provided to paste on the compartments.

Counter Space Needed, 13 x 29 inches

This brilliant bulb box, printed in four colors, occupies less than $2\frac{1}{2}$ square feet on your counter. Each time you fill it, means \$13.00 clear profit. Refill collections, packed 50 in a bag, cost \$10.00 for 500 bulbs without the display box. You have four months to sell in.

We have provided a limited number of boxes, owing to the scarcity of gladiolus bulbs this year. Our Darwin tulip boxes were sold out early in the season. Send in your order for the Gladiolus box early to avoid disappointment.

Southern and California orders will be shipped Jan. 15; others Mar. 15, unless advised.

VAUGHAN'S SEED STORE

Drawer V, Chicago, Ill.